PROJECT NUMBER : 2304/4031
PROJECT TITLE : U.S.A. Product Development
SECTION LEADER : C. B. Altizer
WRITTEN BY : G. N. Yatrakis and J. L. Spruill
PERIOD COVERED : December, 1990

I. LOW TAR/HIGH FLAVOR

PROJECT BOLD

A. Objective: Development of a 1mg 85mm and 2mg 100mm regular and menthol product competitive with Now and Carlton.

B. Status: Samples were completed and submitted to C.I. and ARD using cigarette paper from four different lots of 10-028-A supplied from the Direct Materials Warehouse. Papers from Kimberly-Clark mill run using Albacar and Multifex chalk were received. The 85mm and 100mm reduced weight models using Blend 244 were completed. Samples were completed with Blend 253 (30/50 cpi) using burley spray and T.B.C. as the casing systems. The 30 vs. 50 cpi models and the "salt" casing models showed no improvement in puff count. Laboratory work is continuing to develop a new flavor system which reduces irritation and increases body and smoothness.

Models were supplied to P.E.D. for Internal Testing/Pack Handout Study. Samples included an improved 100mm model, Blend 244/-67 A/C and models using cased burley. Two menthol POLs (85/100mm) and two improved non-menthol models (85/100mm) close-out the end of the month.

C. Plans: Develop new models for monadic POL testing.

II. PROJECT AMBROSIA

AMBROSIA I

A. Objective: Develop a 23.0 circumference aromatic sidestream product as well as a 24.8 circumference 85mm and a 24.0 circumference 100mm and apply this technology to other products.

B. Status: Analysis for A150 on the 24.8 prototypes has been completed. Results of the quantity of A150 was .15 mg/cigt., .26 mg/cigt. and .44 mg/cigt. These samples will be subjectively evaluated to determine the preferred target application rate for this model. C.I. results have not yet been completed.

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Lab samples were made at National with two different batches of A150 on December 4 and 5. Adhesives samples were made with 5%, 7.5% and 10% A150. Samples were diluted to 700 cps and 500 cps, and will be monitored weekly for viscosity stability.

C. Plans: Produce product with new production batch and finalize specifications.

AMBROSIA II

A. Objective: Develop K.S. and 100mm low smoke, low odor and low smoke/low odor prototypes.

B. Status: A request has been submitted to make combination models using LSS paper with and without A-245 and A-150. Samples will also be made using Virginia Slims Superslims filler for subjective evaluation.

C. Plans: Continue model making for improvements.

III. PROJECT MARLBORO

A. Objective: Design and develop Marlboro 83mm FTB products as possible line extensions.

B. Status: Marlboro Red, Marlboro Lights, Marlboro 12-13mg and Marlboro 8-9mg have been made in 83mm Box/84mm S.P. and released for POL testing with close-out dates in early January. Marlboro Milds, Marlboro Mediums, Marlboro Extra Lights and Marlboro Ultra Lights were produced and released for Ad Pack, HTI and Market Research testing. Additional POL testing is scheduled for Marlboro Extra Lights with revised specifications to allow for a lower puff count.

C. Plans: Evaluation of POL and Ad Pack test results.

IV. BRAND EXTENSIONS & MODIFICATIONS

A. Objective: Design and develop extensions and modifications to existing brand families.

B. Status: New blends were received for Lark, Cambridge and Bristol with prototypes being requested in Semiworks. Development work continues on B&H King Size (full flavor/lights), Virginia Slims King Size (regular/menthol) and Parliament Lights 85/100's (regular/menthol).

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Source: https://www.industrydocuments.ucsf.edu/docs/pqjm0000

C. Plans: Analytical and subjective evaluations of prototypes and monitoring of new brand start-ups.

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